

Level 3

OCR Cambridge
Technical Extended
Certificate

DIGITAL MEDIA STUDIES

SPECIFIC ENTRY REQUIREMENTS

It is not essential to have studied IT at Key Stage 4. However, students following the Creative iMedia course would have an advantage. A genuine interest in being creative with digital technology would be of benefit.

Please note: you cannot choose both A-Level media studies and the digital media vocational course due to overlapping content in one of the core modules.

COURSE CONTENT

Students study 3 units:

- media products and audiences
- pre-production and planning
- creating a media product

Additionally, 2 optional units will be studied, the final choice being made to suit the needs and aspirations of the students. We suggest:

- social media and globalisation
- the creation and use of sound in media

EXAMINATIONS AND ASSESSMENTS

There are 2 external examined assessments:

- media products and audiences
- pre-production and planning
- plus 1 mandatory coursework unit and the 2 additional units.

With each unit there is a re-sit/resubmission opportunity should your result not meet expectations.

SKILLS, LINKS AND PROGRESSION

This Level 3 course prepares students for apprenticeships or further study in the growing field of digital media. All sectors of the media target their products at particular audiences; you will learn how organisations profile and target their audiences and how meaning is created for these audiences with digital technology. All students learn about the pre-production process including research, planning, working to timescales and with available resources.

The inclusion of social media makes students of this course desirable employees as businesses both large and small look to develop their internet presence and social media campaigns to promote their brand and products/services online.

The course provides practical experience of designing and creating cutting edge digital media products which will be directly relevant to future courses and employment opportunities.

CONTACT

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